Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

SHOUT
SHARE
IT

Allen's 1964

Book of Berries

GROW BEDS LIKE THESE — THEY PAY.

W. F. ALLEN CO. 1964

SALISBURY, MARYLAND

CATSKILL

KING OF THE MIDSEASON VARIETIES

THE PLANT SITUATION—1964

Supplies of nearly all varieties are very short this year for several reasons. Last spring our new settings in some areas were partially killed by high winds and sand storms. These sections had to be replanted, and you do not get normal plant production in this situation. In addition, our total acreage is less, because so much of our planting stock was used up in replanting. An early drought in April and May prevented the new plants from starting off very well. Adequate rainfall without too much heat during June, July and August brought the plants into September in as good condition as could be expected considering all they had been through. A late drought in September and October has prevented many runner plants from taking hold and developing a satisfactory root system. All in all, plant supplies will be as short this year as we ever remember.

Variety Comments: Catskill, Pocahontas, Surecrop, Earlidawn and Sparkle are our sales' leaders. Our best stock of Dixieland from the standpoint of being free from yellows is not virus free. Therefore, you will notice that we are listing Dixieland this year as not being a virus free variety. We are offering Erie as virus free for the first time this year in very limited quantities.

Registered Plants: This year of all years virus free plant stocks have proved their extra vigor in difficult growing situations. Growers of registered virus free plants must follow strict regulations administered by the Inspection Service of the State. Soil fumigation, dust applications, isolation during growing and indexed foundation stocks produce plants that will pay you to use. With the exception of five varieties, which we continue to grow for some of our old customers, all the varieties we are offering are grown under the conditions that meet the requirements of "registered" virus free plants.

Problems: This past spring was the most difficult time we have ever encountered in getting plants of the highest quality into the hands of our customers in perfect condition. Several reasons accounted for this difficult situation. Generally speaking, neither parcel post nor express deliveries are as satisfactory as they used to be because of longer times in transit. In addition, the ground was frozen most of the time during January and February when we normally dig most of our plants. As a result some of our later shipments were less dormant than we would have desired. Getting new plants started was also most difficult in many sections this year due to high winds, sand storms, drought and other weather conditions. Let us hope that situation improves this year.

Order Early: Particularly this year your best chance of getting the varieties you want is to ORDER EARLY.

ALLEN'S PLANTS, Standard of the Industry for 79 years, are still your Best Buy for Big Crops of Better Berries.

PICKING THE WINNERS

A Bird's-eye View of the Best!

Early

EARLIDAWN Earliest of all. Berries attractive, light in color and firm enough to ship. Plants hardy and very productive; extremely frost resistant. Adapted from far north to deep south. **BLAKEMORE:** Still a great southern and middle states berry.

FAIRFAX The top quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when fully ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. Widely adapted, north to middle south.

MIDLAND Plants come from finest virus free stocks, and they grow! For size, vigor, quality, productiveness it is close to the best. Very early. Fine fresh or frozen. **REDGLOW:** Red stele resistant; excellent quality; beautiful shiny, red berries.

Midseason

CATSKILL The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive, excellent for freezing. Adapted from Canada south to Missouri and North Carolina. Best midseason berry. It's safe.

SURECROP Outstanding vigor, productiveness and triple resistance to red stele make Surecrop a sure winner. Large size berries.

MIDWAY Excellent reports from many areas; productive. Large size and good quality.

POCAHONTAS One of the strongest growers on our list. Berries light, large, firm, tart, attractive and many of them. Very popular in north as well as in the middle states. Firmness to make an excellent shipper.

Late

TENNESSEE BEAUTY The best of the late varieties for the middle states. Excellent for home garden; none better for freezing. Adapted middle south to middle north. High yields. A money maker.

SPARKLE A quality and quantity producer for northern states. Red stele resistant. Very productive. Berries medium size, excellent quality, rich red clear through—popular for freezing.

JERSEYBELLE Plants from virus free stocks now available. Fancy berries that bring top prices. Adaptability extending over larger territory than formerly.

Very late

VESPER Highly productive; extends the season with beautiful large berries between Jerseybelle and Redstar.

REDSTAR The latest real good berry and the best real late berry. Fancy berries at high prices after others have finished.

Everbearing

SUPERFECTION World's greatest everbearer. Our first choice of them all because it is easiest to grow and most productive of fall berries. Your best bet for berries this year.

ALLEN'S WINNING PLANTS

Standard of the Industry for 79 years

REGISTERED

Growing strawberries for best results with your own efforts is off to a good start by using Allen's Winning Plants. These are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. You can realize most of the benefits from this program by renewing your planting stock every year or two.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Planting stocks from virus free sources must be used.

2. Virus free stock must be kept virus free. This requires 12 to 14 dustings to kill the aphis which is the carrier of the virus organism.

3. This superior stock must be grown in fields isolated from varieties where virus free plants are not yet available and from other fields of ordinary plants in the community.

4. Provide a screen house from which constantly a basic stock of indexed virus free plants may come.

5. Soil fumigation to control or eliminate root nematodes. Nemagon is the material used, as that has been found to be the most effective fumigant to date for nematode control. Our plant fields are all fumigated twice during the growing season.

6. The use of abundant plant food. We use about 1800 pounds per acre to keep them growing at their best.

7. A minor element mixture is added to the fertilizer to avoid the possibility of any weakness resulting from any minor element deficiency.

8. Aldrin is added to the fertilizer to kill ants, cutworms, grubworms, etc., which might kill or weaken the plants.

9. Constant inspection to make sure that planting stock is free from red stele and that the soil in which they are to be planted is also clean.

10. With ALLEN'S PLANTS you get all the above plus the benefit of our specialization and experience. We grow no other nursery product and we have been growing and shipping fine strawberry plants for 79 years. We believe this means much to you as a grower.

Macoupin Co., Illinois. April 28, 1963. "I just had to write you and let you know how well pleased I am with the plants which you shipped on the 23rd of April. I got them on the 27th of April and they were in very good condition and well rooted. I have people always asking where I get my plants and believe me I don't hesitate to tell them. I never had a bad one in the lot." Thomas Mlekush.

FAMILY BERRY GARDENS

Reasons why a Berry Garden should be a "Must" with Every Family

A taste treat—The beauty and taste of strawberries rate them as a luxury but one you can afford if you grow them yourself.

Versatility—Strawberries can be enjoyed in many ways—fresh from the vines, in preserves and jam and strawberry shortcake. That fresh flavor can be enjoyed the year round by freezing some of them.

Everybody can grow them—Experience is not necessary to grow good strawberries. Beginners can grow them successfully and profitably. It is an ideal crop for women, children, older folks, retired persons and farmers with small acreage who need a high income per acre crop.

Health—Good health comes through the exercise and fresh air incident to planting, growing and picking berries. In addition, strawberries rate as one of the highest of all foods in vitamin C.

Why not order the plants for your berry garden now?

What a Delight!

Clinton Co., Ind. Feb. 15, 1963. "We had the largest crop of berries from 640 foot rows we ever had of six varieties we purchased from you last spring. We can't praise them enough. I was particularly impressed with the lovely, fresh, dark, appetizing appeal of Fairfax even after frozen. I opened a box of them this week—just as lovely and solid as fresh ones. What a delight!" Harold Kochert.

The half has never been told

Summit Co., Ohio. August 14, 1963. "I want to tell you how good your plants are; everyone of them grew. They are beautiful. It is like the Bible verse 'The half has never been told'. I know you are as proud of them as I am." Russell Hughes.

Over 50 years ago

Montgomery Co., Virginia, March 1, 1963. "We used to get plants from you when I was a child, over 50 years ago. So glad your company is carrying on with your high standard of quality plants." Hallie L. Hughes

More than they could eat

Bristol Co., Mass. Jan. 9, 1963. "Your 1963 Book of Berries arrived. What a lift for those winter blues, and as for the berries from your wonderful plants, for the first time in my life did my grandchildren have enough. More than they could eat." Alfred J. Makin.

Greenville Co., S.C. Oct. 23, 1963. "I was very much pleased with my 1500 plants I bought in March of 1961, 500 Dixieland, 500 Tenn. Beauty and 500 Pocahontas. In the first season, twelve weeks after I set out the plants, I picked 120 quarts. In the 1962 season I picked 960 quarts. In 1963 I picked 1560 quarts. I sold most of my berries on a roadside stand at $1.50 per gallon. Here is a picture of my patch." Donald M. Tate.

STRAWBERRIES—A MONEY CROP

Every year our customers report that strawberries are the best of all money crops. Golden opportunities exist in the production of quality strawberries. Price of strawberries is dependent upon quality and good berries will always return a profit. Some of the reasons why strawberries are the ideal money crop are listed:

1. A fairly wide variety of markets is available—roadside markets, processing plants, local hotels and restaurants, shipment to wholesale outlets, and in recent years "Pick Your Own" projects.

2. Very little machinery is required—none of the highly expensive type.

3. If good land is used, a high income per acre can be expected. This is especially helpful where good land is limited.

4. They can be grown anywhere; fine varieties suitable for every state are available.

5. Strawberries bear quicker after setting and bear earlier in the season than any other fruit.

6. Strawberries excel as a family business or large commercial venture. The work is mostly light, suitable for old people, young people, and for women who like to work out of doors.

7. If you have irrigation it will pay doubly for strawberries in producing larger, better crops and also in protecting the blossoms from frost or freezing in the spring.

8. Strawberries have a universal appeal. Practically everyone is a potential customer and they can be so attractive when presented for sale either at retail or wholesale.

CAUTIONS:

(a) Don't attempt to grow too many. One-half acre well cared for could mean more profit than several acres neglected.

(b) Plan to do all the things necessary to grow good berries. Experience demonstrates that good berries practically always sell at profitable prices—inferior berries only when chance makes a short supply.

"PICK YOUR OWN"

The "Pick Your Own" marketing operation is being done by more people every year. Areas within a few miles on all sides of population centers are natural for this type of berry growing. Fields will vary from less than an acre to more than 20 acres, with the owner and grower having his crop picked by his customers. Packages are usually supplied by the grower and the harvesting operation consists of supervising his customer-pickers and collecting the money for the fruit.

"Pick Your Own" in most cases provides an ever-increasing market for the crop, as satisfied customers tell their friends and more and more people come out. In addition, many "Pick Your Own" operators have a regular mailing list by which they inform customers of past years of varieties which are available and when they will be ready. A small ad in the newspaper, a spot announcement on the radio station or other available publicity may be necessary to bring customers for the first time. After your reputation for good berries is established they will be back. The people who are in this enterprise are most enthusiastic.

The city dweller getting his supply of strawberries this way is able to get at fair prices completely fresh strawberries for his own use with an outing that mixes work and fun.

New Haven Co., Conn. March 7, 1963. "Your plants which I bought two years ago were excellent. I did not lose one plant out of the 500 set. I sold all the berries retail at a local shopping center. It is unbelievable but one summer evening I sold 100 quarts in less than one-half hour at 79c per quart." William L. Lavorgna.

Washington Co., Pa. Jan. 30, 1963. "Three years ago I got 3,000 plants. I sold approximately 2,500 quarts right at the door. I have a good trade of better class customers that at times travel miles just for my berries." Ernest W. Parnell.

EARLIDAWN *Earliest of All*

Earlidawn is a cross of Midland and Tennessee Shipper that was released in 1956. The original U. S. D. A. release describes the variety accurately: "The ripening season of Earlidawn is about 5 days before Blakemore and Howard 17 (Premier). Earlidawn is the earliest of all to ripen; its flower stems are short and the flowers are well covered by leaves to protect them from frost. It has escaped frost even better than Premier. The berries average large in size and maintain large average size throughout the picking season. The color of the berries is strong to vivid red, a little deeper than the Blakemore color. They are glossy, have a moderately tough skin, and are firmer than Premier, Catskill and Sparkle, about as firm as Pocahontas and less firm than Blakemore. The seeds are slightly sunken. The berries are fairly uniform in shape and their flavor is tart and good." (See color picture.) "The plants are vigorous, fairly free of leaf spot and leaf scorch, produce fewer runners than most other varieties and are very productive and have shown no yellow variegation. They are not resistant to red stele root-rot. The plants are productive in wide matted rows. Yields of Earlidawn have been above those of most other varieties in Maryland." Demand for this variety increases every year and it is the third highest seller on our list.

EARLIDAWN'S STRONG POINTS

Earlidawn is the earliest ripening variety, ripening 3 to 8 days earlier than any other standard variety.

Earlidawn is a heavy producer. Most areas report yields of better than 8,000 quarts per acre under tests.

Earlidawn is firm and definitely able to carry to market in good shape.

Earlidawn is a good berry for freezing. True, the flavor is somewhat tart, but more Earlidawn berries are being frozen each year.

Earlidawn is adaptable. We have excellent reports on Earlidawn from the upper south through the middle states into the far north.

Earlidawn is frost resistant. Every year more reports indicate that Earlidawn is very frost resistant if not frost proof.

EARLIDAWN'S WEAK POINTS

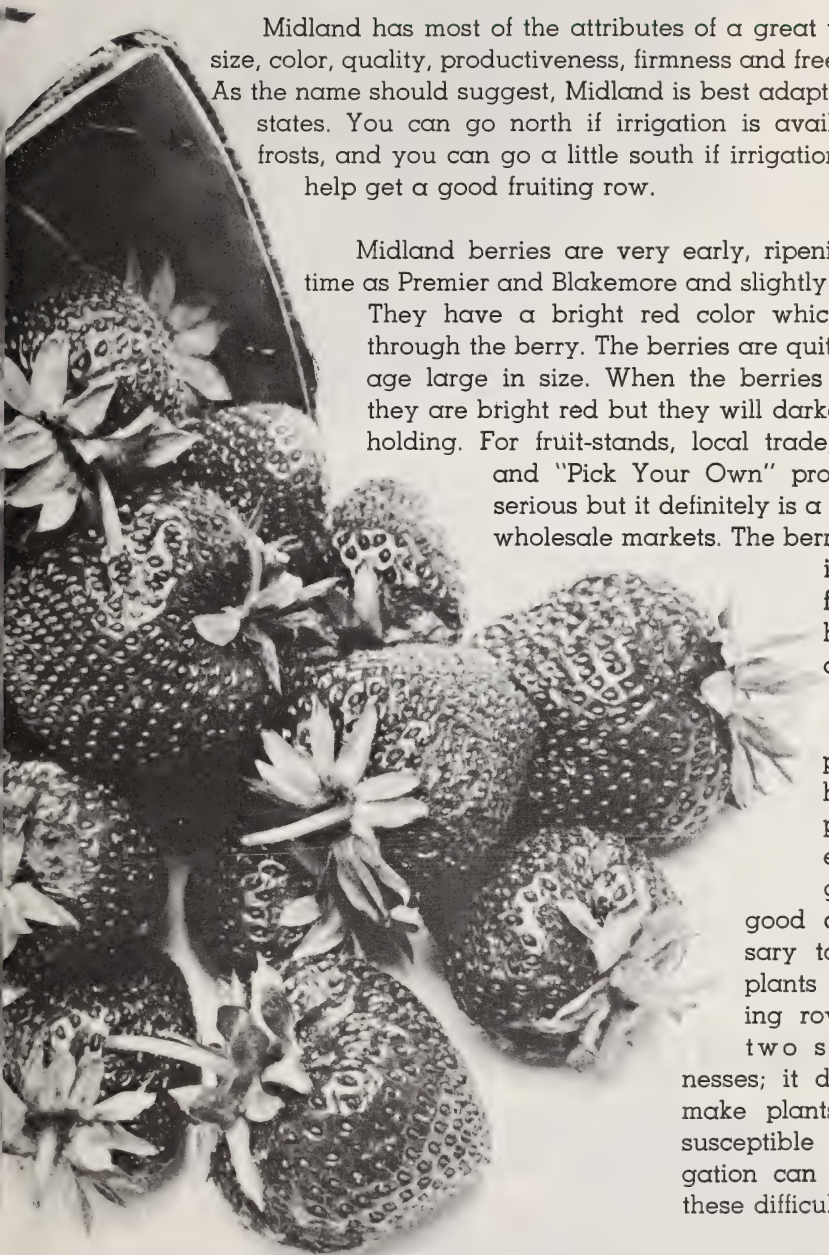
Earlidawn is very susceptible to verticillium wilt. Where verticillium wilt is a specific problem Earlidawn should not be planted.

Earlidawn is for the good grower. With good growing conditions and adequate moisture Earlidawn is a vigorous producer of runners, but under poor growing conditions Earlidawn is one of the first to suffer.

Our supply of Earlidawn this year will be very limited due to adverse growing conditions. May we urge you to place your order for this variety early? Price list page 32.

MIDLAND

With Irrigation it has Everything



Midland has most of the attributes of a great variety—beauty, size, color, quality, productiveness, firmness and freezing excellence. As the name should suggest, Midland is best adapted to the middle states. You can go north if irrigation is available to combat frosts, and you can go a little south if irrigation is available to help get a good fruiting row.

Midland berries are very early, ripening at the same time as Premier and Blakemore and slightly after Earlidawn. They have a bright red color which extends clear through the berry. The berries are quite firm and average large in size. When the berries are first picked they are bright red but they will darken somewhat on holding. For fruit-stands, local trade, home gardens and "Pick Your Own" projects this is not serious but it definitely is a handicap for the wholesale markets. The berries are excellent in quality and all freezing tests have rated it as one of the best.

Midland plants are large, healthy and very productive. However, selection of good soil plus good care are necessary to get plenty of plants for a good fruiting row. Midland has two serious weaknesses; it does not always make plants freely and is susceptible to frost. Irrigation can combat both of these difficulties.

In variety trials at Rutgers University, New Brunswick, N. J., for 1961 and 1962 seasons Midland varied from 6,962 quarts per acre to a high of 11,557 quarts per acre.

We have a good supply of beautiful Midland plants. Price list page 32.

FAIRFAX
The Finest Garden Berry

Fairfax is always at the top when varieties are listed for quality. The berries average large in size, many of the first berries being fan shaped, with later ones round and sometimes quite pointed. The berries are firm and have a bright red color when they first ripen. They darken on holding which is not favored on wholesale markets. Fairfax berries should be picked closely, especially in commercial settings. If picking is neglected the bright red berries mixed with the dark berries which have been ripe for several days present a mottled appearance. The size, beauty and quality of Fairfax make it an outstanding berry for retail markets where quality as well as appearance is considered.

Fairfax ripens early in the southern and middle states but becomes midseason or later when it is grown as far north as New York State. Fairfax is well adapted from Virginia northward and is a moderately heavy producer under good conditions. Every garden should include this delicious treat. Price list page 32.

A FAIRFAX FAN

Carroll Co., Md., Feb. 3, 1963. "We ordered 25 Fairfax plants in 1961. We picked 95 quarts from the plants in 1962 and the biggest berries we had ever seen. Were real pleased and we are ordering 25 more plants. They are for our garden but we sell a few to neighbors who think they can't be beat." Charles Diehl.

PREMIER *The Frost Proof Berry*

Premier originated in Massachusetts and was introduced in 1918. Its adaptability extended from the mountains of North Carolina and Tennessee north to Canada. For years Premier was our sales' leader and is still a favorite with some growers. For the most part better varieties have replaced it.

Premier berries are early, with medium size, long-conic, and of fair quality. The plants are resistant to leaf spot, leaf scorch and are tolerant of virus. Premier is hardy and frost proof, giving big crops every year.

Virus free stocks insure a good fruiting row now, but virus free Premier in our opinion is not the real Premier. The fruit is the same in size and shape but it is light in color, less firm and less desirable in quality than the old stock.

For those people who have known and grown Premier we have beautiful plants of virus free Premier and a few plants of the regular stock for those who want to try the old strain. Premier is also sold as Howard 17, which was the original name. Price list page 32.

DIXIELAND *Firm and Beautiful*

Dixieland is a cross of Midland by Tennessee Shipper that was developed as an improved shipping berry for the south. Its climatic adaptability is wide with good reports from the deep south to Canada and from Texas to the Atlantic Ocean.

Dixieland berries in quality are quite tart and are very popular for processing. They are light in color and generally bring the best price of the season. The berries are quite firm and will hold on the vines as well as any variety that we know. The excellent yield of big, beautiful berries along with luxuriant plant growth made Dixieland a variety that there is no logical substitute for.

However, Dixieland is in trouble. A genetic variegation has developed in the variety known as "Spring Yellows" or "June Yellows". Leaf variegation is a non-infectious disease caused by a defect in the hereditary background of the variety, and it is not a virus. There are no known sources of Dixieland free of yellows. Symptoms of yellows appear as the green of new leaves becomes pale and streaked with yellow in the spring. This may disappear during warm weather and show up again in the fall or the next spring. This varies with the season. Plants become stunted and weak, and badly affected plants are unproductive and die prematurely. Plants affected never recover and the variegation is passed on to the runner plants.

We know of no cure for yellows. Attempts are being made to locate Dixieland stock free of this disease. Our attempts to meet this problem have included rogueing of our present plantings to keep them as free of yellows as possible. We feel that we have a stock of Dixieland as good as can be found but we do not represent it as being free from yellows and do not wish to make any guarantee as to the performance of our Dixieland stock. Our stock that proved to have the greatest degree of freedom from "Yellows" is a stock that is not virus free. Therefore, you will notice that the stock that we are offering of Dixieland this year is not virus free. If in view of these facts you still wish Dixieland for its good qualities we will be happy to have your order. Price list page 32.

BLAKEMORE

The Great Southern Shipping and Processing Berry

Blakemore is still a standard shipping berry throughout the southern and middle states. The plants are very vigorous, making a satisfactory row under almost all conditions. Usually it is necessary to thin some plants to keep the bed from getting too thick. Blakemore territory includes all the southern states and goes as far north as southern Pennsylvania and New Jersey.

Blakemore berries are attractive in appearance, light in color and hold the light color for several days. Berries are very firm and will remain in good condition from the time the berries are first picked until they reach market. The berries ripen evenly all over and will stay firm on the vines, making good picking rather easy. In quality they are quite tart and need sugar when consumed as fresh fruit. Some of the berries are large in size but with thick beds and a dry season Blakemore will run down in size very badly unless irrigated. Blakemore is quite productive, giving a high yield per acre, particularly if some thinning of plants has been done.

Blakemore in the right situation is still a money maker. It is easy to grow with our beautiful plants of virus free stock. Price list page 32.

REDGLOW

The American Beauty

REDGLOW—Red Berries
Red Stele Resistant

Redglow, a cross of Fairland and Tennessee Shipper, was introduced by the U.S.D.A. in 1956. The berries are beautiful, shiny red, and are so attractive that the name Redglow suits it very well. There are few varieties that can excel it in beauty and quality.

Redglow ripens only a day or two after Earlidawn, which is the earliest. In some years we have seen Redglow a day or two ahead of Midland. Redglow brought us the top dollar for our berries last year, both because of its earliness and because of its exceptional beauty.

Plant growth and runner production under most conditions are quite good. It is resistant to the most common strain of red stele, the same as Sparkle. Redglow berries are firm enough to carry to market in good condition and the quality will always bring buyers back.

Redglow is adapted to the middle states and is suggested for trial in the latitudes between Virginia and New York. Berries are rated very good for freezing.

This is an excellent variety with which to start the berry season. Price list page 32.

STELEMASTER

Stelemaster is a fine early variety in addition to its resistance to all three forms of the red stele disease. It is a vigorous grower and quite productive. The berries are of a good average size, coming about the same time as Blakemore. They are medium red, glossy and generally uniform and smooth. The flesh is light red, firm, juicy, with a slightly tart flavor. It is not recommended for freezing.

If you have red stele in your soil, it will pay you to remember Stelemaster. Price list page 32.

SENATOR DUNLAP

Dunlap is a fine old variety that was found in Illinois in 1890. It is grown principally in Illinois, Wisconsin, Iowa, Minnesota, Nebraska, North Dakota and South Dakota.

Dunlap berries are medium size and not too firm. They are very good as fresh fruit and rated as average for processing. The berries are a bright, rich red clear through.

Dunlap plants are vigorous growers but quite susceptible to leaf spot. We use copper in our dusting schedule to combat this problem. We have a nice supply of beautiful Dunlap plants this season. Price list page 32.

FLORIDA 90

Florida 90 was originated by Dr. A. N. Brooks in Florida in 1947. Florida 90 grows very freely making as many or more runner plants than any other variety. It is quite subject to leaf spot and leaf scorch and we use copper in our dusting schedule to combat this problem.

The berries are large, pointed, red all the way through and ship very well to northern markets. We believe it is safe to make the statement that it is the standard variety grown in the State of Florida with just a little migration into immediately adjacent territories.

Nearly all other varieties of strawberries will not grow in Florida because there is not sufficient cold weather to produce dormancy which is necessary for fruit development. Florida 90 is the only variety that we can recommend for the home garden in Florida. Price list page 32.

MISSIONARY

Missionary was the leading variety in Florida for many years but has been largely replaced by Florida 90 in most areas. Missionary will do well on almost all soils and better than most on extremely light soils. The berries ripen early, are medium in size, dark red in color, rather tart in quality and attractive in appearance. It is a very good shipper and is also a favorite with the cold pack or "juice men". Like Florida 90, Missionary is adapted to the climate of Florida and adjacent areas and will produce fruit even in the absence of cold weather. Virus free stocks emphasize the good qualities of Missionary. Price list page 32.

DORSETT

Dorsett is a high quality berry which has many good points and a few bad ones. Certified virus free plants of Dorsett are not available but our stock grows as well as can be expected of a variety that is not virus free. Dorsett is productive, attractive and firm with a quality that is only exceeded by Fairfax. Dorsett is best grown on sites that are free from frosts as it is susceptible to frost injury and there is some difficulty in making the blossoms set fruit. Our present stock will make you an excellent fruiting row. Price list page. 32.

POCAHONTAS

A Powerhouse for Growth and Production

Pocahontas continues its steady growth in popularity so that it still leads our sales on all varieties except Catskill. The adaptability of Pocahontas to every section with the exception of the deep south and far west is one of the main reasons for this. The grower is the final criterion and here is a typical unsolicited letter: Feb. 8, 1963. "We really enjoyed our Pocahontas berries we bought from you two years ago. That year we picked 175 quarts from 100 plants. We had never raised a berry before and it was a new adventure to us." Arthur Federmann, Hamilton Co., Ohio.

THE BASIS OF POCAHONTAS POPULARITY

1. Productivity equalling Catskill, Sparkle and other great producers.
2. Wide adaptability to climate and soil.
3. One of the strongest in plant growth with great reserve vigor.
4. Its pre-eminence as a variety to set in late summer (where plants are available) for a partial crop the following spring.
5. Large average size of berries, together with the bright red attractive color and showiness. (See color picture.)
6. Berries are of good dessert quality (somewhat tart) and considered excellent for freezing.
7. Firmness good enough to make an excellent shipper with growing popularity as a processing berry.

We have a limited supply of very fine Pocahontas plants. May we suggest that you order early? There is always a big demand for Pocahontas. Price list page 32.

SURECROP

For Sure Crops

Surecrop is widely adapted from the upper south through the middle states and into the far north. It is one of our relatively new varieties and its popularity has been growing by leaps and bounds. Among the reasons for the rapid rise of Surecrop to one of our sales' leaders are the following: The plants are extremely vigorous, producing runners very freely and have bluff, healthy foliage which functions well through the berry season. The plants are quite productive, ranking very high in total yield in almost all tests that have been made. Ohio and West Virginia particularly have had excellent results with Surecrop in replicated tests.

Surecrop berries are large, fairly round, bright and shiny red. They are very good in quality, firm enough to ship, and market reports indicate that the price of Surecrop berries stays at or near the top all season. Size of the berries holds up well and they are suitable for freezing. Some customers think they rate among the best for freezing. The quality of Surecrop is considered as good and the flavor is well described by one of our customers from Shenandoah County, Virginia, who wrote us on March 2, 1963, as follows: "Your 1963 spring catalog does not mention the tart flavor of Surecrop as does your 1960 catalog, 'The flavor is tart and good.' I really think it would help those who like tart berries to select Surecrop and I hope you don't mind that I mention this." Mr. F. Gutlands.

Surecrop is one of the best varieties that has resistance to red stele and is the best variety that has triple resistance to this disease. In any berry field Surecrop will be outstanding because of the vigor of plant growth and the healthy, hardy foliage. Surecrop is well worth growing for its own merits and enables those who have red stele in their soils to stay in the business of raising fancy quality berries. We consider Surecrop to be one of the great midseason berries.

Mr. Carl C. Wiseman of Clark Co., Ohio, wrote to us on February 18, 1963. "In 1962 I ordered 500 Surecrop plants from you. Just want to tell you they were the nicest plants I have ever bought from any nursery. They made a very beautiful fruiting row and I am really proud of them. Enclosed is my order for an additional 1,000 plants."

We have an excellent supply of beautiful Surecrop plants for your 1964 orders. ee for yourself. Price list page 32.

EMPIRE

A Large, Productive, High Quality Berry for the North

Size, Beauty, Productiveness—Empire has them all

Empire is a fine variety released by the New York State Experiment Station. It has done well in most of the northern states, excellent reports having come from the Atlantic coast states to the Mississippi River. Here in Maryland Empire is too soft.

Empire berries are large, bright, attractive and of much better quality than Premier. They are about the same in firmness. Under good conditions Empire is about as productive as Premier and Catskill. The large size and light attractive color make them easy to market profitably. Empire berries are only moderately firm so they should be handled quickly and kept picked closely. They are not generally considered to be good for freezing.

Empire needs the right climate and soil to produce its characteristic strong, vigorous growth. Under good growing conditions some plant thinning is necessary.

Mrs. Charles Wertman of Wayne Co., Ohio wrote us on May 15, 1963 as follows: "In 1960 I ordered 25 Empire, 25 Sparkle and 25 Armore plants. In 1961 I sold 80 quarts besides the many quarts we used and gave to our relatives. I will be picking off the same patch again this year—third season—and expect a fair crop as the plants are white with bloom. I intended to have them plowed under but my husband had other ideas."

Empire withstood the drought with us very well, and our plant beds are very beautiful. We anticipate having an adequate supply of plants of this fine variety. Price list page 32.

TEMPLE

Temple berries are large, regular with a blunt conic shape and moderately firm. Their color is medium red and they are of good dessert quality with an excellent flavor. Temple plants are highly tolerant of virus diseases, resistant to leaf spot, and it was developed as a commercial variety for use on red stele infected soils. It is resistant to the most common strain of red stele and was the first of the good red stele resistant varieties. Price list page 32.

MIDWAY-*Midseason-Middle States*

Midway, a cross of Dixieland and Temple, is a new midseason variety released for introduction by the U.S.D.A. in 1960. Midway plant growth is robust and healthy. The plants are extremely productive, producing berries which average medium to large in size and maintaining good size throughout the picking season. The berries have a uniform deep red color with a glossy surface, firm skin and yellow seeds. The flesh is firm and the shape is irregular conic to blunt conic. Berries have good dessert quality and have been satisfactory in frozen packs. The resistance of Midway to the common strain of red stele will increase its usefulness in many areas.

We have received excellent reports on Midway from both Michigan and New Jersey and our orders from these areas definitely reflect grower enthusiasm in these states. Best indications remain that Midway's adaptability is in the middle states as far west as Indiana.

Our experiences with Midway still indicate that on light, sandy soil the plants do not survive a hot, dry growing season as well as you would expect of a variety with its apparent vigor.

Midway is growing in popularity and certainly is worthy of trial in the middle states. We have a limited supply of beautiful Midway plants. Price list page 32.

ALBRITTON

The Carolina Beauty

Albritton is best adapted to the coastal region of North Carolina and to a limited degree to the coastal areas of Virginia and Maryland. The plants make a very vigorous growth and are quite productive when grown in this area. If you move north you do not get the high yields obtained in North Carolina.

Albritton berries are beautiful. We know of no other strawberry that has more class and they demand a premium price in markets where they are available. The berries in color are vivid red, turning to deeper red when fully ripe. They are unusually glossy, uniform in shape with exceptional flavor and large size. Albritton is not generally considered a good freezing berry.

We have a limited supply of some very beautiful Albritton plants that will produce for you. Price list page 32.

CATSKILL

Our Sales' Leader

Catskill remains the "King of All Strawberry Varieties", judging by our demand for plants. The virus free stocks which brought the return of the original vigor of Catskill make it our unquestioned sales' leader. Many reports verify that yields of from ten to fourteen thousand quarts of Catskill per acre are not uncommon. Catskill stays at the top for these reasons:

1. **Productiveness.** Catskill has more nice large size fruit and gives a greater total quantity of berries than any other equally productive variety.

2. **Berries.** Catskill berries are of large size, moderate firmness if handled correctly, good quality and very attractive appearance.

3. **Use.** Catskill berries are fine for the fresh market and quite acceptable for freezing. They cap easily, which is quite important where capping machines are in use.

4. **Hardiness.** Catskill has an amazing record of producing successive crops of fine fruit. It has been a sure thing over a long period and we consider it one "must" berry for growers in the upper middle and northern states.

5. **Adaptation.** Catskill is well adapted to all the northern states and the higher altitudes as far south as North Carolina and westward beyond the Mississippi River.

6. **Extras.** Catskill carries a higher than average percentage of vitamin C of which strawberries are one of the best sources. In addition, Catskill berries will stand wet weather at picking time better than other varieties which are actually firmer.

CATSKILL COMMENTS

Maine—Penobscot Co., March 6, 1963. "Two years ago I had Catskill for the first time and previous to that time one quart to a plant was a top crop. We picked five quarts to a plant and had berries over a six weeks period, so Catskill is a leader with me." Sheldon P. Knowles.

Missouri—Holt Co., March 19, 1963. "Catskill is the best variety by far that I have tried growing here in Missouri. It has no faults that I have been able to detect. It is more of a pleasure than a chore to pick those big berries which are so sweet flavored and easy to cap." Clyde W. McGuire.

New Jersey—Monmouth Co., March, 1963. "In 1960 I bought some of your Catskill plants and in 1961 I had the most beautiful strawberries you could imagine. They were so full that about 50% did not get half their size but I had a lot of big ones." H. Harry Miller.

Virginia—Giles Co., Jan. 21, 1963. "Enclosed is my order for 2,000 Catskill plants. In the spring of 1961 I ordered 400 Catskill plants from you. I only lost 4 of these fine plants. In the spring of 1962, after losing approximately one-fourth of the berries due to extremely wet weather, I picked 756 quarts of extra fine berries. Everyone who bought berries from me sure praised them for size and flavor. Thanks for your fine plants." Stephen Blankenship.

We have a limited supply of strong, vigorous Catskill plants. We urge you to place your order early. Price list page 32.

MIDLAND
Freezing Excellence
Early
Good Quality
FAIRFAX
The Garden
Berry
DeLuxe!
Supreme
in
Quality!

MIDWAY

Midseason-Productive
Good dessert quality

ALLEN'

Standard of

79

EMPIRE

High Quality Berry for The North

ARMORE

Large Size
Vigorous
Productive

PLANTS

Industry for

ARS

NNESSEE BEAUTY

Best Late
Variety
for the
Middle States

Pretty
and
Productive

ROBINSON — GOOD NORTH — No Good South

Large size and bright color have brought to growers many a dollar. That's why so many Robinson are grown.

SPARKLE

for QUALITY and YIELD.

SPARKLE

For Quality and Yield

Sparkle remains among our best sellers and is probably the most popular late variety in the northern states. Sparkle plants are exceptionally vigorous in growth and under ideal growing conditions plant thinning may be necessary to help the average fruit size. In productiveness Sparkle ranks with the leaders such as Catskill, Midland and Pocahontas.

Sparkle plants are resistant to the most common strain of red stele, providing the grower an element of safety where this may be a problem. As an item of crop insurance, Sparkle plants bloom very heavily and quite late so that the crop is rarely affected by frost. When fruiting time comes around the plants are loaded with berries.

SPARKLING SPARKLE BERRIES

Rich crimson red. They are very beautiful and darken somewhat on holding. The name "Sparkle" was taken from the fact that the berries actually do sparkle on the vine.

Superb in quality. They are far better than Earlidawn, Robinson, Pocahontas, Surecrop and others with which it competes.

Top-notch for freezing. The fine quality helps, but the rich crimson red color extending clear through the berry is what makes Sparkle top-notch for freezing. Where capping machines are used in processing Sparkle is handicapped somewhat because the smaller berries are rather hard to cap.

Medium to large in size. Under growing conditions where the plants have not been grown in beds too thick and where moisture is ample Sparkle berries will average medium to large in size. However, with thick beds and insufficient moisture the plants cannot size fully the heavy loads of berries which are produced.

Fresh market favorites. Where well grown and picked closely they go into a market with a shine and finish which makes them very attractive, resulting in top prices.

SPARKLE BOOSTERS

LaSalle Co., Ill. Feb. 21, 1963. "Your plants have proved to be far superior in quality to any I have tried. Sparkle is a premium berry in every respect." Leslie E. Miller.

Jefferson Co., New York. May 28, 1963. "In the spring of 1961 I ordered from your Company 500 Sparkle plants, of which 150 were for my brother. I set out my 350 plants and in the spring of 1962 we had 506 quarts of berries which we thought was a very good yield. We have used your plants for about 8 years and had very good luck growing Catskill, Sparkle and Pocahontas in our sandy-loam soil. We are more than satisfied with the plants from Allen's and will continue to have your Company serve us." Henry J. Appert.

Our Sparkle plants are very beautiful and in fairly adequate supply. Price list page 32.

Best for Late in the Middle States

TENNESSEE BEAUTY

Tennessee Beauty is an old variety discovered in Tennessee in 1933. The berries are medium to large in size when moisture is adequate and the plants are not too thick. Under good conditions Tennessee Beauty berries are as beautiful as any we have seen. (See color picture) The caps are outstanding in color and appearance and come off quite easily. In fact they cap so easily that they are sometimes subject to criticism when picked for the fresh market.

Tennessee Beauty is excellent for shipping and firm enough so that short delays in picking because of weather or help result in very little loss of fruit. The berries are rated among the best for freezing and processing.

Tennessee Beauty plants are very healthy and quite productive. The foliage is resistant to leaf spot and other disorders. The plants produce runners very freely and some thinning is helpful to maintain berry size.

Tennessee Beauty has been grown extensively in Tennessee, Kentucky, Maryland and other middle states. We think that it is slipping as a variety but feel it is still the best choice as a late variety in the middle states.

We have a fine supply of well rooted Tennessee Beauty plants. Price list page 32.

ARMORE

Armore is a Missouri variety that came out in 1938. The berries are large, irregular, wedge shaped with light flesh and medium firmness. They are of good dessert quality and remind you somewhat in appearance of Catskill. Later berries are not as irregular as the first ones and are of a more round-conic shape.

Armore is a variety suitable for both commercial and home garden use because the berries not only have a fine dessert quality but rate high as a freezing berry also. The berries do darken somewhat upon holding.

Armore plant growth is vigorous and it produces plenty of runners for a good fruiting bed. As a variety it is quite productive and widely adapted, having produced some amazing yields in the midwest. We have excellent reports of Armore here in Maryland. As a large, productive, late variety in the middle states you cannot go wrong with Armore. Price list page 32.

Beauty *Size*

JERSEYBELLE

Jerseybelle is a very large-fruited variety with a late ripening season. The berries have a shiny skin, a tough surface and rather prominent yellow seeds. The cap is large and showy which helps to attract the eye of the buyer. The flavor of the fruit is best described as mild, even becoming bland when fully ripe. Under our very dry conditions at picking time in Maryland in 1962 Jerseybelle was our highest quality variety. One reason for this is that Jerseybelle does not set up too heavily on the vines and thus the competition for water and nutrients was not as intense as with heavier yielding varieties.

Jerseybelle plants with virus free stocks are vigorous and will make a good amount of runners under most conditions. In this drought year of 1963 our Jerseybelle beds are as pretty as those of any variety. Jerseybelle berries are really fancy (see color picture) and so outstanding for beauty and size that they always bring top prices. Jerseybelle fruit should be picked at just the right time and handled carefully and promptly. It is firm enough for retail trade and over-night shipment if kept picked closely while the berries are still bright red, rather than waiting until they get a deep red color.

Jerseybelle was first listed in our catalog in 1957. At that time it had been grown successfully and profitably for several years by New Jersey growers under the name 7A. Growers who have not tried the virus free stocks of Jerseybelle should re-evaluate the variety in the area where Jerseybelle is grown. From our sales we consider Jerseybelle territory to be primarily Delaware, New Jersey and New York but we still get scattered reports from states adjacent to the area mentioned. It is certainly worthy of trial for the grower who has good berry land and a fancy market available.

Our plants of virus free Jerseybelle are vigorous and the runner production has been excellent even in a dry season. Price list page 32.

BIG JOE

Big Joe is one of our oldest varieties, not virus free but a vigorous grower anyway. Plants are moderately productive and the berries average large in size. Berries are fairly firm, and a bright red color with an attractive green cap makes them very showy and easy to sell. Big Joe is a fairly good shipper. It is somewhat susceptible to late frosts so selection of frosty sites should be avoided. Generally best results have been obtained in the middle states. If you know and like Big Joe we have beautiful plants for you. Price list page 32.

ROBINSON

Large Size and Bright Color have made for its Growers many a Dollar

Robinson is primarily a berry for the north. The fruit in the southern and even lower middle states is not firm enough for shipping and not as good in quality as that grown in the north. There have been good reports on Robinson from nearly all the northern states with some enthusiastic supporters as far south as Missouri and northern Virginia.

Robinson berries are usually rather soft and not considered very high in quality, although there are many who do not agree with this and feel that Robinson quality is good. In this section of Maryland Robinson has been quite profitable in dry years but in wet years it is so soft that even with close picking there is considerable loss of fruit.

The plant growth of Robinson is nearly always good. It seldom fails to make a good fruiting row even under adverse conditions. The plants individually are small but they do bear big berries. Robinson foliage is completely healthy and even on weak plants we have never seen any foliage injury or disease.

ROBINSON
A Money Maker For Northern Growers

For a berry that is sure to grow, nothing will surpass Robinson in the north. It usually makes too many plants so that some thinning is necessary. As a processor Robinson has not ranked high, but is accepted widely in areas where large quantities of Robinson are produced. Profit is the motive for planting Robinson. Despite its weak points it will soon be planted widely by many growers who remember the dollars that rolled in with Robinson. Price list page 32.

VERMILION

Vermilion berries are large in size, irregular in shape and the fruiting habit is close to the ground causing a tendency to green sides. The skin is bright red with yellow seeds and pale flesh. It ripens midseason in most areas.

Vermilion was originated in Illinois. It is quite productive and the plants are resistant to leaf spot, leaf scorch and the common strain of red stele. Growth is strong and upstanding with an adequate number of big strong plants. Vermilion has shown great productiveness in the central states of Ohio, Indiana and Illinois and is certainly worthy of trial in that area. Price list page 32.

VESPER

(NJ 157)

Brand New, Large, Late and Productive

Vesper is a selection of the New Jersey Agricultural Experiment Station and is a cross of Utah Shipper and Jerseybelle. It ripens very late, somewhat later than Jerseybelle but before Redstar. Reports from where it has been grown indicate that it has been the most productive of all the selections or varieties during the time it has been in replicated plots. It has a longer harvest season than Jerseybelle and extends well into the Redstar season. Rutgers reports from New Jersey that Vesper's yield has been 13,461 and 16,735 quarts per acre in two of three years field trials.

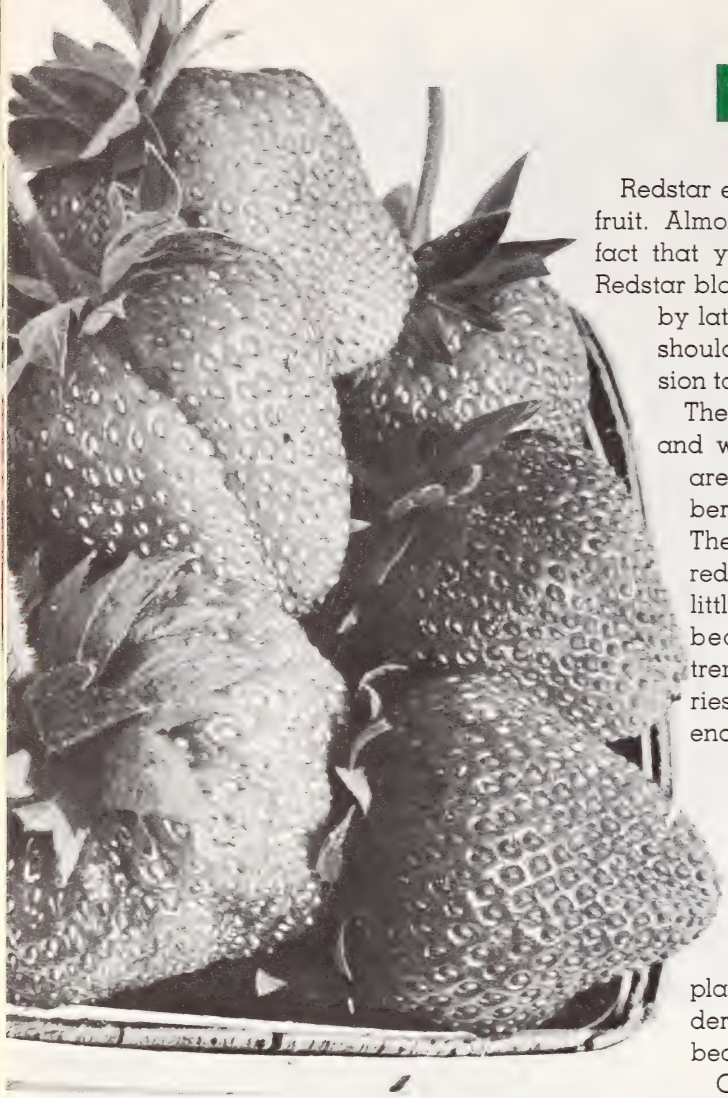
The fruit is of a rich red color, with a beautiful gloss if harvested at the proper stage of maturity. The berries are very large but the primary fruits are furrowed. The later fruits are smooth but it certainly does not have the over-all smoothness and uniformity of Jerseybelle. The quality of Vesper is considered to be better than that of Jerseybelle but not as good as Sparkle. The cap is large and showy and the seeds are raised and attractive as in Jerseybelle. (See color picture)

Where Vesper has been grown, growers are enthusiastic. It is worthy of trial in Jerseybelle territory.

Our supply is limited, so order early. Price list page 32.

ERIE

Erie is a cross of Sparkle and Premier introduced by the New York State Experiment Station at Geneva. We can offer virus free plants of this variety for the first time this year, which should insure plenty of plants for a good fruiting row. Erie makes strong, vigorous plants with deep green foliage. Fruit color is medium red, bright and attractive. Erie is fair in quality with a moderately tough skin. Erie ripens fairly late, along with Sparkle. Our supply of Erie plants this year is very limited. Price list page 32.



REDSTAR

Redstar extends the season for fancy fruit. Almost equally important is the fact that you are sure to get a crop. Redstar blooms so late it is never killed by late frost. These two attributes should be the basis of your decision to grow Redstar.

The first berries are large and wedge shaped. Later berries are mostly round-conic. Redstar berries are very fine in quality. They have an attractive bright red color which darkens very little on holding. Where a good bed is made Redstar is extremely productive and the berries average large in size, firm enough for shipping and attractive enough to sell well. Because it is so late Redstar should be grown where ample moisture is available at fruiting time, either from moist soil or irrigation. With virus free plants it is easy to get a wonderful fruiting row with healthy, beautiful foliage.

One complaint about Redstar berries is fasciation. In this several fruiting stems apparently merge forming a broad flat stem and the berries broaden and twist, making them very undesirable. Our new virus free stocks show far less of this than the old strains, although there is still more than we like to see.

If you are a commercial grower you can stretch your season and handle a far greater volume of berries with a given amount of help. If you are a home gardener you can stretch the season and feed your family wonderful desserts after other berries are gone. Price list page 32.

Jackson Co., Illinois. Feb. 14, 1963. "Our Redstar plants we received last year were the nicest berry plants we had ever had. They grew well on creek bottom ground." Milton Reeves.

AMBROSIA

Ambrosia is a good very late variety that makes a strong, vigorous growth. It is somewhat susceptible to leaf spot. It produces heavy crops of large, attractive, light-colored berries, resembling Big Joe very much in size and appearance. The quality is only fair unless eaten with sugar. Because of the late ripening season Ambrosia berries usually sell well. Because of its late blooming season you always have berries to sell. Price list page 32.

SUPERFECTION

World's Finest Everbearer

Superfection remains, in our opinion, the best of all everbearers that we have tried, primarily because it is the best in producing berries when you want them—in late summer and fall. All everbearing varieties for satisfactory results should be planted in hills with the runners removed. The Ohio System, described on page 30, has enabled many growers of everbearers to have much more pleasure and profit from their plantings. Superfection, under good conditions, makes an adequate number of plants. Under very good conditions they set plants quite freely. Under conditions of extreme heat and drought they will almost completely die out unless irrigated. Where grown in the hill system with all the runners removed there is usually little trouble in getting a good stand of plants and fair to good crops of fruit, depending on weather conditions, particularly adequate moisture.

Superfection berries are light in color and quite attractive in appearance. They are firm enough to ship moderate distances but mostly they are used at home or sold on local markets. The flavor is quite tart but with sugar added Superfection makes a very fine addition to late summer and fall desserts.

Superfection is also sold as Gem, which was the original name. In past years a variety known as Brilliant proved to be identical with Gem and Superfection. With virus free plants to eliminate differences in vigor of individual stocks you will find Gem and Superfection identical. Order them by either name and you will have the best of the everbearers.

All our plants of Superfection are grown from virus free stocks. They are well rooted, true to name and strong plants, giving you your best chance of having good results with everbearers. Our supply is very limited this year and we urge you to order early. Price list page 32.

Monongalia Co., W. Va. March 31, 1963. "I have been using your plants for over 25 years and have always found them to be excellent bearers. Enclosed is order for 50 Superfection plants." Patricia S. Baker.

STREAMLINER

Streamliner brings in good reports from many areas of the mid-south and mid-west. It makes runners fairly freely under most growing conditions. The berries are medium to large, having a red color throughout. Both the flavor and appearance are good. The plants produce a spring crop and continue to bear through late summer and fall, with the best crop in the fall. The variety is worthy of trial if you know someone who has successfully grown it in your area. Price list page 32.

Commonsense Methods for Growing Good Strawberry Crops

Strawberries are grown successfully in every state in the country. They are relatively easy to grow. Beginners can produce fine crops by following commonsense methods.

When Do They Bear? Standard varieties set in March, April or early May, 1964, will bear their best crop in May or June, 1965. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

Fall Planting. In spite of some very good results, setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not generally a good practice. Even if good dormant plants were available, results in most cases do not justify the extra effort. The variety most commonly used is Pocahontas. Setting the plants in late October or November to get the job done when not so rushed by work as in the spring or to avoid the hazards of delayed planting in spring due to bad weather is rarely justified now that dormant plants are available. Any advantages should be weighed against the time and trouble of mulching through two winters instead of one and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

What Kind of Soil and Location are Best? Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1. In rolling country a sloping field gives better air drainage and less injurious frosts. 2. Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3. Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4. Avoid sod land that may harbor grub worms which cut or injure your plants. Use of chlorodane or aldrin (see page 27) makes the use of sod land much safer. With treatment we would prefer good sod land to poor cultivated land. 5. Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6. A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7. Most important of all—Select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

Land Preparation. In late winter or very early spring the land should be plowed or in small plots spaded to a depth of 6 to 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed. Here are some things which are not necessary but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable for the strawberry crop if plowed under while still green.

2.Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if

full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning, especially in dry seasons. If used, apply poultry manure to field or garden in the fall for spring planting.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure one to two bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

When Should Plants Be Set? EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT. With dormant plants available, plants can be set safely at least two weeks later than with freshly dug stock. In the southern states this means February, March and early April; in the middle states, March and April; in the northern states, April and May. In all states it means just as early as the weather permits you to get the ground ready and the plants set. A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

Should Chemical Fertilizer Be Used?

On very fertile garden soils none is needed. On most good soils fertilizer will not prove beneficial if plenty of stable manure of any kind has been applied. On many soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate of ammonia should be used in these applications only with great care, as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal or dried blood are safe to use. Any form of phosphorus is satisfactory. Potash is not usually a limiting factor. However, we sometimes use a fertilizer with 2 to 3% of potash just as insurance.

Whatever the soil preparation and earlier treatment, it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary. If color and growth are not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

PLANTS FOR VARIOUS PLANTING DISTANCE

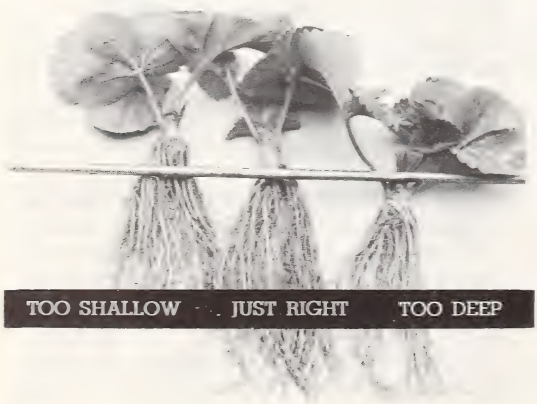
Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	18 "	7,128 "

What About Lime? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best; 5 to 7 is satisfactory if organic matter content of the soil is fairly high.

What Care Do Plants Need? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is satisfactory. Never, never put your plants in a deep freezer where the temperature will go below 28 degrees Fahrenheit.

The very best way to hold plants is in cold storage at 28 to 32 degrees Fahrenheit. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil, leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary. Incidentally, there is one way to play safe. If you have cold storage available, order your plants shipped in March while they are still thoroughly dormant. Moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 28 to 32 degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

What Is The Best Method Of Setting Plants? Any method is good which leaves the roots reasonably straight down in the soil. It is best if the roots are spread with the soil pressed tightly against them and the bud just at the surface. With plants that have very long roots, clipping them off to about 4 to 5 inches, which will not hurt the plants, will make a good job of setting easier. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture)



As far as setting tools are concerned, a good garden trowel is best for work in small plots; in larger fields it is common practice to use a transplanter. With a transplanter, it is very important that the setting depth of the plants be checked behind the planter.

How Far Apart Should Plants Be Set? In general we recommend setting plants 18 to 20 inches apart in rows 4 feet apart. This requires a little over 7,000 plants per acre. (See table) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants and for varieties which are not virus free.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 30. There are many variations of the hill system. One of the most practical is to use a double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

Hoeing, Cultivating and Training. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with cultivator.

(1) Uncover the buds. At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in doing this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for sometime but if the bud is smothered the whole plant will eventually die.

(2) Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth.

(3) Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is enough. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many

as possible of the later runners should be pulled or cut off.

Weed Killers. There is much work being done with weed killers at the various State Experiment Stations. We recommend that you write the Experiment Station in your state for their recommendations for your locality. In the right situation weed killers can be a tremendous help but nobody should set an acreage of plants too large to care for if the weed killers do not do the job. We doubt if chemical weed control is practical or necessary on very small plots.

Is Mulching Necessary? Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, at least partly, soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

Will Irrigation Pay? If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not mandatory. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table. Evidence piles up that irrigation during the danger hours will save a strawberry crop from severe frost and freeze damage with temperatures as low as 20 degrees F. during bloom.

Insects and Diseases. Red stele has become serious in some areas. It is avoided by using clean plants on uninfected soil. Red stele can be largely overcome on infected soil by using resistant varieties. (See page 30.) Verticillium wilt, a soil-borne fungus, has been developing as a serious problem of strawberries within the past few years. Selection of resistant varieties and not planting after susceptible crops such as tomatoes, Irish potatoes, eggplant and peppers, are the best controls to date. (See page 30).

Several insect pests and various fungi attack strawberry plantings. These pages do not permit a discussion of the various problems or their control. We recommend that you contact your local County Agent and your State Experiment Station for whatever pamphlets and help you may get with these problems. The U. S. Department of Agriculture has two bulletins which are quite good. Farmers' Bulletin No. 2140 (Strawberry Diseases) and Farmers' Bulletin No. 2184 (Strawberry Insects) can be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for 15¢ and 10¢ respectively.

Renewing Old Beds. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. On thickly set beds remove some of the excess plants. Don't be afraid of hurting the beds. We have used a heavily weighted (100 lbs.) spike tooth harrow very effectively. Train new runners to any vacant places. Mostly the second crop of berries is borne on the same plants that produced the first crop.

Odds and Ends.

(1) A national conference on the strawberry was held at Rutgers in January, 1963, with nearly all the important research men in the United States and Canada present. Subjects covered included varieties, nutrition, weed control, marketing, labor saving machinery, irrigation, planting problems and control of insects and diseases. This conference presented a source of the most up to date information available. Copies of the proceedings are available at $2.50 each by writing Norman F. Childers, Chairman, Department of Horticulture and Forestry, Rutgers-The State University, New Brunswick, N. J.

(2) The use of chlorodane or aldrin to kill ants, cutworms and grubworms is one of the things that the small grower can do. It is combined with the fertilizer for general application before plants are set and applied at the rate of about 10 lbs. per acre of the actual material in the case of chlorodane. For further information consult your local dealer, County Agent, or write us.

(3) Growing strawberries in barrels. The idea of growing strawberries in barrels appeals to those who love growing plants, especially berry plants, but who have only limited space. When tempted to try a berry barrel it should be kept in mind that even if successful it is not an economical way of growing berries. Most of your satisfaction must come from the beauty of the foliage, blooms and berries rather than in the quantity and utility of the berries themselves. For further information write for our mimeographed sheet on this subject.

FAMILY GARDEN COLLECTIONS

Plants of all varieties offered in these COLLECTIONS are from VIRUS FREE STOCKS

Bargains in Gardens—You get the Best and they cost you Less

If you have a garden you should have a berry bed. Order one of these Collections for the health and pleasure of all your family. By ordering from these pages you save money and get the same varieties you would select after hours of study. **Postal charges are included in these prices.**

POSTPAID: All Collections are postpaid anywhere in continental U.S.A. at prices quoted. Order all Collections by name—Collection A, Collection B, etc.

MIDDLE STATES GARDEN COLLECTIONS

Well adapted for heavy production of luscious berries anywhere in the U.S.A. except northern and extreme southern areas.

MIDLAND—Very early; freezing excellence.

FAIRFAX—Finest quality; the garden berry deluxe!

POCAHONTAS—Productive and firm; large size.

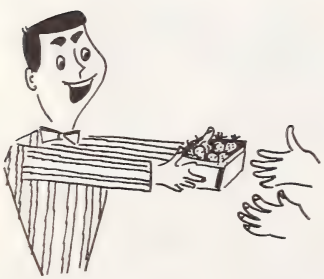
TENNESSEE BEAUTY—Best late variety for the middle states.

Collection A— 100 plants, 25 each of the 4 kinds .....$ 6.40 (Postpaid)

Collection B— 200 plants, 50 each of the 4 kinds .....$10.25 (Postpaid)

Collection C— 400 plants, 100 each of the 4 kinds .....$16.40 (Postpaid)

Collection D—1000 plants, 250 each of the 4 kinds .....$32.00 (Postpaid)



Neighbors Beg for Them

Prince Georges Co., Md., May 2, 1963. "Last spring I ordered your Collection B of 200 plants and was busy all summer in taking care of them as they insisted on spreading like wildfire; kept on blooming until August. I cut off the bloom, as per your instructions. I have never seen such large plants. These plants are blooming now and the flowers are very large, almost twice the size of those older plants. The leaves are about 7 to 9 inches tall and very dark green and glossy. I expect large fruit in big quantities. The only trouble with your berries is that the neighbors come around begging for them, as they can't get such fruit at the Safeway nor in the fancy fruit stores."—Manuel H. Spirit.

NORTHERN STATES GARDEN COLLECTIONS

Well adapted for heavy production of excellent berries in northern U.S.A. and Canada, south to about the Ohio River Valley and southern Pennsylvania.

EARLIDAWN—Earliest of all; frost resistant.

EMPIRE—Good dessert quality; dependable producer.

CATSKILL—Hardy and productive; our best seller.

SPARKLE—Late; excellent for freezing; productive.

Collection E—100 plants, 25 each of the 4 kinds.....$ 6.55 (Postpaid)

Collection F—200 plants, 50 each of the 4 kinds.....$10.45 (Postpaid)

Collection G—400 plants, 100 each of the 4 kinds.....$17.10 (Postpaid)

Collection H—1000 plants, 250 each of the 4 kinds.....$32.50 (Postpaid)

153 quarts of berries from 100 plants

Warren Co., Pa., March 11, 1963. "I have been buying your plants for over 30 years and always satisfied. Last year I harvested 153 quarts from 100 plants set out—half Catskill and half Sparkle. Best I ever have done."—R. L. Laufenberger.

NEWEST VARIETY COLLECTIONS

Try these new ones. All have met rigid standards before being released for introduction.

REDGLOW—Outstanding beauty, size and quality.

MIDWAY—Good for dessert and freezing; robust plants.

SURECROP—Midseason; exceptional vigor; large attractive berries.

VESPER—Very large and very late; productive.

Collection K— 100 plants, 25 each of the 4 kinds .....$ 7.00 (Postpaid)

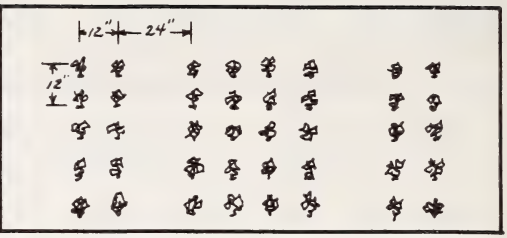
Collection L— 200 plants, 50 each of the 4 kinds .....$11.15 (Postpaid)

Collection M— 400 plants, 100 each of the 4 kinds .....$17.85 (Postpaid)

Collection N—1000 plants, 250 each of the 4 kinds .....$35.15 (Postpaid)

Wonderful Berries, so easy to pick!

Shelby Co., Ohio, April 15, 1963. "Just wanted to tell you my daughter picked some of the Surecrop berries last year and she said they were the nicest berries she ever picked and so easy to pick. They also stand a lot of wet weather and freeze very well, so we are ordering 200 more plants this year, although we both have a nice bed which will bear this year. We are telling our neighbors and friends what wonderful berries they are."—Mrs. Louella Harpest.



FOR BEST RESULTS WITH EVERBEARERS

USE THE SAWDUST MULCH SPACED PLANT SYSTEM

The Ohio Station reports that the highest development in everbearing strawberries production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a four-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart in rows which are one foot apart. A two-foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August which are maintained during the remainder of the season.

The plants should be set just as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All blossoms which develop on the new set plants should be removed until early June, or later if plant growth has not been vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."

The spaced-plant sawdust mulch system comes high per acre, with more plants and much hand labor required, but numerous reports have indicated in small and medium sized plantings that a carefully managed patch will give high profits.

This Ohio system and variations of it have been used in recent years in many other states to enable growers to get far more satisfaction from everbearers than they did before. (See page 23).

VARIETAL RESISTANCE TO STRAWBERRY DISEASES

Based on the New Jersey work of Varney, we have the following information in regard to varietal resistance to verticillium wilt: Among the most resistant varieties that we are listing are Catskill, Surecrop, Robinson, Premier, Temple, Tennessee Beauty and Gem. The varieties with an intermediate degree of resistance include Blakemore, Redglow, Empire, Fairfax and Albritton. The most susceptible variety to verticillium wilt is Earlidawn. Among those varieties with a high degree of susceptibility are Dixieland, Redstar, Midway, Jerseybelle, Midland, Missionary, Pocahontas, Armore and Sparkle. Verticillium wilt, which causes "summer dying" of strawberry plants, has been particularly bad when strawberry plants have followed a susceptible crop such as tomato, Irish potato, eggplant and pepper. Verticillium wilt is only a problem in some areas of the north and we have never seen it at all on our own farms here in Maryland.

Red stele is a subject of continuing research. At least five different races of red stele root rot have been identified. Among the varieties with resistance to the most common form are Midway, Redglow, Sparkle, Stelemaster, Surecrop, Temple, and Vermilion. Stelemaster and Surecrop have resistance to other races of red stele and seem to be your best bet where red stele is a major problem.

VIRUS FREE—REGISTERED

Plants referred to as "virus free" in this catalog have been field grown by us from virus-free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils, and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear-cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100 percent free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus-free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

INSTRUCTIONS TO PURCHASERS

Terms: Cash with order. Remit by money order, bank draft or cash in registered letter. No C.O.D. shipments without part payment.
True to Name: We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

When to Order—How to Ship

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Indicate on the order sheet the approximate date you want the plants shipped to you. See paragraph on page 25 "When Should Plants be Set?". Write plainly so that we can get your name and address correctly for prompt acknowledgement of order and delivery of plants.

Express—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the fifth postal zone or farther. Charges can be collected at time of delivery. There is a minimum express charge of $2.90 on any size shipment.

Parcel Post—Generally cheapest and most satisfactory for all shipments up to 1,000 plants everywhere and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the table and guide on this page. We recommend "Special Handling", as this expedites delivery. Charges for this service vary from 25¢ to 50¢ depending upon the weight of shipment. Send enough postage as any excess will be returned to you. **We do not advise C.O.D. shipments** as they require from 40¢ to $1.00 additional postage. Also delivery may be delayed for two or more days. **COLLECTIONS** offered on pages 28 and 29 are **prepaid** and no postage need be sent for these. **Our Guarantee:** We guarantee all plants ordered shipped before May 15 to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc. which may affect the plants after their arrival, as these things are entirely beyond our control.

ZONE GUIDE

To help determine postal zone, consult this guide; if convenient ask your postmaster.
Zone 2—includes Trenton, N.J., Harrisburg, Pa., Philadelphia, Pa., Hagerstown, Md., Charlottesville, Va., Richmond, Va., Norfolk, Va.
Zone 3—includes Hartford, Conn., New York, N.Y., Pittsburgh, Pa., Roanoke, Va., Wilmington, N.C.
Zone 4—includes Portland, Maine, Boston, Mass., Albany, N.Y., Buffalo, N.Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky,. Nashville, Tenn., Atlanta, Ga.
Zone 5—includes the entire state of Illinois, St. Paul, Minn., St. Louis, Mo., Little Rock, Ark.
Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.
Zone 7—includes El Paso, Tex., Denver, Colo.
Zone 8—includes Salt Lake City, Utah and Pacific Coast states.

EFFECTIVE **APRIL 1, 1964**

SURFACE PARCEL POST RATES

Lbs.	ZONES							
	Local	1 & 2	3	4	5	6	7	8
1	$0.29	$0.40	$0.42	$0.46	$0.52	$0.59	$ 0.66	$ 0.72
2	.29	.40	.42	.46	.52	.59	.66	.72
3	.31	.46	.49	.55	.64	.73	.83	.93
4	.33	.51	.55	.64	.75	.88	1.01	1.13
5	.35	.57	.62	.72	.87	1.02	1.18	1.34
6	.37	.62	.68	.80	.97	1.15	1.34	1.53
7	.39	.68	.75	.88	1.07	1.28	1.50	1.73
8	.41	.73	.81	.95	1.18	1.41	1.66	1.92
9	.43	.78	.87	1.03	1.28	1.53	1.82	2.12
10	.45	.83	.93	1.10	1.38	1.66	1.98	2.31
11	.47	.88	1.00	1.18	1.48	1.78	2.14	2.48
12	.49	.93	1.06	1.26	1.58	1.90	2.29	2.66
13	.51	.98	1.12	1.33	1.69	2.02	2.44	2.83
14	.53	1.03	1.18	1.41	1.79	2.14	2.60	3.01
15	.55	1.08	1.24	1.48	1.89	2.25	2.75	3.18
16	.57	1.13	1.30	1.56	1.99	2.37	2.90	3.36
17	.59	1.18	1.36	1.64	2.09	2.49	3.06	3.53
18	.61	1.23	1.42	1.71	2.20	2.61	3.21	3.71
19	.63	1.28	1.48	1.79	2.30	2.73	3.36	3.88
20	.65	1.32	1.54	1.86	2.40	2.85	3.51	4.06
21	.67	1.36	1.59	1.93	2.48	2.96	3.65	4.23
22	.69	1.40	1.64	1.99	2.57	3.07	3.79	4.40
23	.71	1.44	1.69	2.06	2.65	3.18	3.93	4.57
24	.73	1.48	1.73	2.12	2.74	3.29	4.07	4.74
25	.75	1.52	1.78	2.18	2.82	3.40	4.21	4.91
30	.84	1.71	2.01	2.50	3.25	3.95	4.91	5.76
35	.94	1.91	2.25	2.82	3.67	4.50	5.61	6.61
40	1.03	2.10	2.48	3.14	4.10	5.05	6.31	7.46
45	1.13	2.30	2.72	3.46	4.52	5.60	7.01	8.26
50	1.22	2.49	2.95	3.78	4.95	6.15	7.71	9.06
55	1.32	2.65	3.19	4.08	5.35	6.70	8.36	9.86
60	1.41	2.81	3.42	4.38	5.75	7.25	9.01	10.66
65	1.51	2.97	3.66	4.68	6.15	7.80	9.66	11.46
70	1.60	3.13	3.89	4.98	6.55	8.35	10.31	12.26

WEIGHT OF PLANTS:

25 plants, 1 lb. — 100 plants, 4 lbs.
500 plants, 20 lbs. — 1000 plants, 40 lbs.

PRICE LIST FOR SPRING—1964

	25 plants	50 plants	75 plants	100 plants	150 plants	200 plants	250 plants	500 plants	1000 plants	5000 plants
Early Varieties										
★ BLAKEMORE	$1.50	$2.25	$2.80	$3.40	$4.65	$5.70	$6.55	$9.75	$15.00	$70.00
DIXIELAND	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	——
DORSETT	2.00	——	——	——	——	——	——	——	——	——
★ EARLIDAWN	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	——
★ FAIRFAX	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ FLORIDA 90	1.20	1.80	2.25	2.70	3.75	4.55	5.25	7.80	12.00	55.00
★ MIDLAND	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
★ MISSIONARY	1.20	1.80	2.25	2.70	3.75	4.55	5.25	7.80	12.00	——
★ PREMIER	1.75	2.65	3.30	3.95	5.50	6.65	7.65	11.40	17.50	85.00
★ REDGLOW	2.10	3.15	3.95	4.75	6.55	8.00	9.20	13.65	21.00	102.50
★ SENATOR DUNLAP	1.50	2.25	2.80	3.40	4.65	5.70	6.55	9.75	15.00	70.00
★ STELEMASTER	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
Midseason Varieties										
BIG JOE	2.00	——	——	——	——	——	——	——	——	——
★ CATSKILL	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ EMPIRE	1.90	2.85	3.60	4.30	5.90	7.20	8.30	12.35	19.00	92.50
★ MIDWAY	2.10	3.15	3.95	4.75	6.55	8.00	9.20	13.65	21.00	102.50
★ POCAHONTAS	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ SURECROP	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
TEMPLE	2.00	——	——	——	——	——	——	——	——	——
★ VERMILION	1.80	2.70	3.35	4.05	5.60	6.85	7.90	11.70	18.00	——
Late Varieties										
★ ALBRITTON	1.70	2.55	3.20	3.85	5.30	6.45	7.45	11.05	17.00	82.50
★ ARMORE	1.80	2.70	3.35	4.05	5.60	6.85	7.90	11.70	18.00	87.50
★ ERIE	2.00	3.00	3.75	4.50	——	——	——	——	——	——
★ JERSEYBELLE	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ ROBINSON	1.75	2.65	3.30	3.95	5.50	6.65	7.65	11.40	17.50	85.00
★ SPARKLE	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ TENNESSEE BEAUTY	1.75	2.65	3.30	3.95	5.50	6.65	7.65	11.40	17.50	85.00
Very Late Varieties										
AMBROSIA	1.80	2.70	3.35	4.05	5.60	6.85	7.90	11.70	18.00	87.50
★ REDSTAR	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
★ VESPER	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	——
Everbearing Varieties										
★ GEM	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	——
★ STREAMLINER	3.20	4.80	6.00	7.20	——	——	——	——	——	——
★ SUPERFECTION	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	——

★ **Our plants of these varieties are grown from virus free stocks.**

Regular non-virus free stocks of Premier are available in small quantities.

Our plants are tied and sold in bunches of 25, and we do not sell less than 25 of any variety.

Quantity rates are based on plants of one variety. Two or more varieties cannot be combined at the quantity rate. On quantities of more than 5,000 of one variety, write for quantity rate.

All prices are f.o.b. Salisbury, Maryland at prices quoted, express or parcel post charges extra.

W. F. ALLEN COMPANY

SALISBURY, MARYLAND

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND OCTOBER

PLEASE USE THIS ORDER SHEET

W. F. ALLEN CO.

SALISBURY, MD.

Strawberry Specialists **Date of Order**.....

Please forward to:

Name .....
(Please Print or Write Plainly, giving full address)

Street ..... **R.D. No.**.....

Postoffice ....., ... **Box No.**.....

Express Office ..... **Ship By** .....
(If different from Postoffice) (Mail or Express)

State ..... **Zip Code No.** .....
(To Facilitate Delivery, Please Give Zip Code No.)

Ship Plants On or About ....., 19.....

NOTICE!! This is the shipping date, NOT the arrival date! Parcel Post and Express delivery times vary so that we cannot guarantee an arrival date. Plants will be **shipped** as near to the date you specify as possible.

QUANTITY	VARIETY OF STOCK ORDERED	PRICE	
		Dollars	Cents
	Amount Sent for Postage		
➔	**Total Amount of Money Sent**		

State how plants shall be sent. Fill all blanks and add accurately. Please do not write letters on the same sheet with order.

IMPORTANT!

If Sold Out of Varieties Ordered

Please Check One

SUBSTITUTE A Suitable Variety of Equal Value - - - - - ☐

RETURN My Order and Money for Varieties Not Available ☐

DELIVERED PRICES—All prices listed in our catalog are F.O.B. Salisbury, Maryland, purchaser to pay transportation. If you wish PREPAID prices by Express or Parcel Post send us a list of the varieties and amounts in which you are interested. We will answer by return mail telling you what the plants will cost including transportation charges. No obligation in asking for prices.

HOW TO SHIP

EXPRESS is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great. Express charges can be paid when plants are received.

PARCEL POST—Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states. Postal charges are paid in advance. Figure this amount as instructed in catalog. Be sure to send enough postage as any amount not used will be returned to you.

Any shipment that is sent C.O.D. will cost at least 45c additional postage charges.

TRUE-TO-NAME—While we use every precaution to have all plants, etc., true to name, we will not be responsible for any sum greater than the cost of the plants should any prove otherwise than as represented.

PLEASE WRITE BELOW the names and addresses of any acquaintances or friends who might be interested in, or buyers of, strawberry plants, and we will send them our catalog.

_____

_____

_____

_____

_____

_____

_____

From

_____

_____

W. F. ALLEN CO.

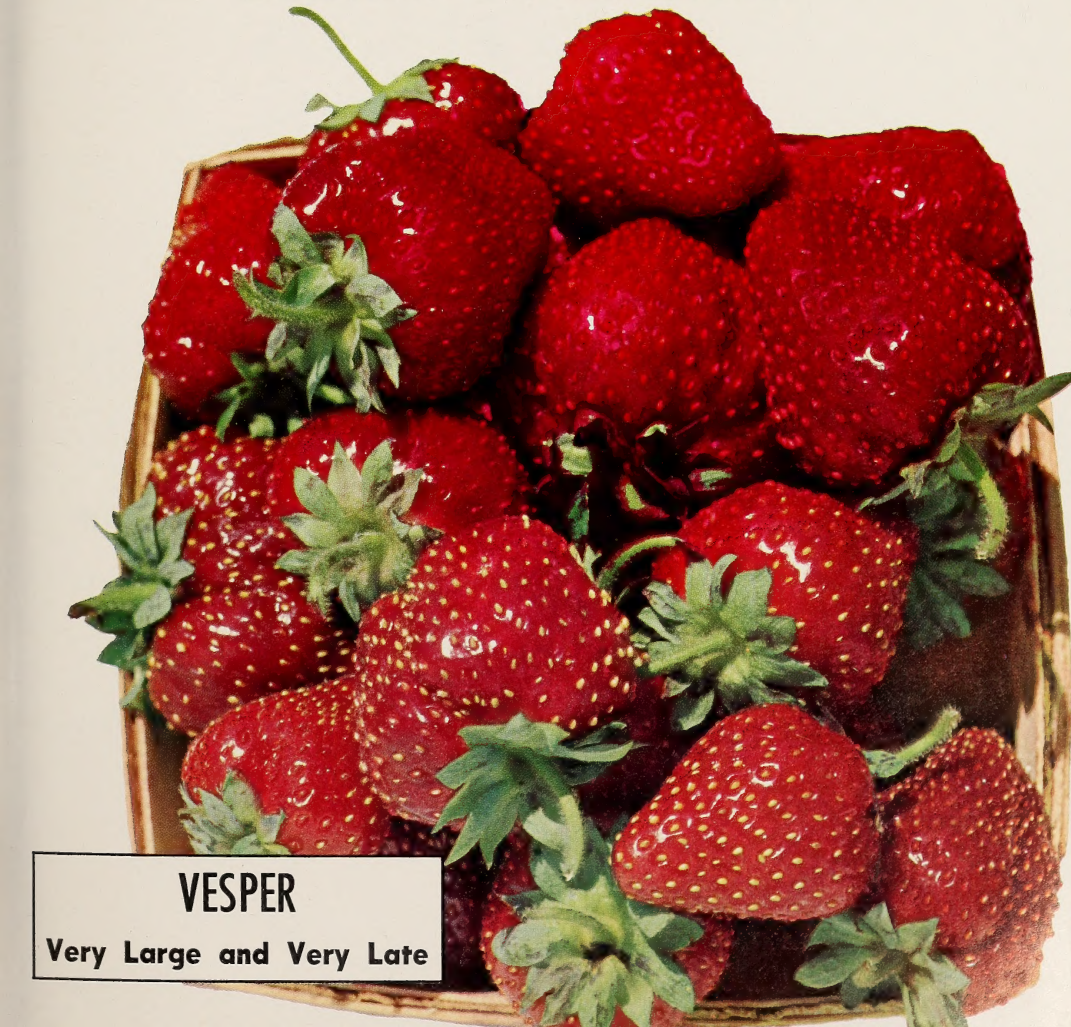
Dependable
STRAWBERRY PLANTS

for 79 years

Salisbury,

Maryland 21801

JERSEYBELLE — BIG AND BEAUTIFUL



VESPER

Very Large and Very Late

SUPERFECTION

World's Greatest Everbearer!

ALLEN'S PLANTS

Standard of the Industry for

79 YEARS

POCAHONTAS

PEF

AND

PRODUCTION

MAKE

PROFIT

AND

POPULARITY

Jul 23, 2013